

ORDER

Orders
Order / Rev: 656668
Alt Order #: 06012976
Product Desc: US CHAMBER OF COMMER
Estimate: 216222
Flight Dates: 02/16/12 - 02/22/12
Original Date / Rev: 02/14/12 / 02/14/12
Order Type: Core

WUSA
Primary AE: Alex Lavin
Sales Office: T-LA
Sales Region: NAT

Agency
Name: Del Cielo Media/ POL
Buying Contact:
Billing Contact:
 10755 Scripps Poway Pkwy, Suite 550
 San Diego, CA 92131

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: US Chamber of Commerce
Demographic: A35+
Product Codes: IS-Issue/Non Ballot,IS-Issue/Ballot
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/30/12	02/22/12	28	\$40,050.00	\$34,042.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2012	28	\$40,050.00	\$34,042.50	57.70
Totals	28	\$40,050.00	\$34,042.50	57.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	25%	\$40,050.00
Market	100%	\$160,200.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$40,050.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	25%	\$40,050.00
WTTG	25%	\$40,050.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	02/16/12	02/16/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	---T---	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	---T---			1			\$600.00		2.20			
E 2	WUSA	02/17/12	02/17/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	----F--			1			\$600.00		2.20			

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Advertiser: US Chamber of Commerce
 Product Desc: US CHAMBER OF COMMERCE
 Estimate: 216222
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	02/20/12	02/20/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/20/12	02/26/12	M-----			1		\$600.00		2.20				
E 4	WUSA	02/21/12	02/21/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/20/12	02/26/12	-T-----			1		\$600.00		2.20				
E 5	WUSA	02/22/12	02/22/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--W----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/20/12	02/26/12	--W----			1		\$600.00		2.20				
E 6	WUSA	02/19/12	02/19/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$18,000.00	P-3	1.30	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/13/12	02/19/12	-----S			1		\$18,000.00		1.30				
E 7	WUSA	02/16/12	02/16/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---T---	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/13/12	02/19/12	---T---			1		\$400.00		1.00				
E 8	WUSA	02/17/12	02/17/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/13/12	02/19/12	----F--			1		\$400.00		1.00				
E 9	WUSA	02/20/12	02/20/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/20/12	02/26/12	M-----			1		\$400.00		1.00				
E 10	WUSA	02/22/12	02/22/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--W----	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/20/12	02/26/12	--W----			1		\$400.00		1.00				
E 11	WUSA	02/17/12	02/17/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/13/12	02/19/12	----F--			1		\$225.00		0.80				
E 12	WUSA	02/20/12	02/20/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/20/12	02/26/12	M-----			1		\$225.00		0.80				
E 13	WUSA	02/21/12	02/21/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/20/12	02/26/12	-T-----			1		\$225.00		0.80				
E 14	WUSA	02/22/12	02/22/12	CBS This Morning CBS This Morning	CM	7-9a	--W----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/20/12	02/26/12	--W----			1		\$225.00		0.80				
E 15	WUSA	02/16/12	02/16/12	9 News @ 5p 9 News @ 5p	CM	5-6p	---T---	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/13/12	02/19/12	---T---			1		\$500.00		1.40				
E 16	WUSA	02/17/12	02/17/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/13/12	02/19/12	----F--			1		\$500.00		1.40				
E 17	WUSA	02/20/12	02/20/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WUSA	02/20/12	02/20/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/20/12	02/26/12	M-----		1			\$500.00			1.40			
E 18	WUSA	02/22/12	02/22/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--W----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/20/12	02/26/12	--W----		1			\$500.00			1.40			
E 19	WUSA	02/18/12	02/18/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-2	2.10	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/13/12	02/19/12	-----S-		1			\$350.00			2.10			
E 20	WUSA	02/18/12	02/18/12	CBS Evening News Sat CBS Evening News Saturday	CM	Sat 630-7p	-----S-	:30	1	\$800.00	P-3	1.90	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/13/12	02/19/12	-----S-		1			\$800.00			1.90			
E 21	WUSA	02/19/12	02/19/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$800.00	P-3	11.80	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/13/12	02/19/12	-----S		1			\$800.00			11.80			
E 22	WUSA	02/16/12	02/16/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	---T---	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/13/12	02/19/12	---T---		1			\$1,800.00			2.40			
E 23	WUSA	02/17/12	02/17/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/13/12	02/19/12	----F--		1			\$1,800.00			2.40			
E 24	WUSA	02/18/12	02/18/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/13/12	02/19/12	-----S-		1			\$1,800.00			2.40			
E 25	WUSA	02/19/12	02/19/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/13/12	02/19/12	-----S		1			\$1,800.00			2.40			
E 26	WUSA	02/20/12	02/20/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/20/12	02/26/12	M-----		1			\$1,800.00			2.40			
E 27	WUSA	02/21/12	02/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-T-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/20/12	02/26/12	-T-----		1			\$1,800.00			2.40			
E 28	WUSA	02/22/12	02/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--W----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/20/12	02/26/12	--W----		1			\$1,800.00			2.40			
													Totals	28	\$40,050.00

REP HEADLINE# 6012976
 REP: TEL# 323 634-8029 FAX# 323/935-9495
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS RPT. FROM REP FEB14/12 13.25
 *** WUSA-TV ***

ADD *** ORIGINAL REV#0 ***
 DELETE
 ORDER

656668

LINE/S
 PARTIAL LINE/S
 AGENCY - 10755 SCRIPPS POWAY PKWY. SUITE 550
 ADDRESS SAN DIEGO, CA 92131
 START DATE-FEB16/12 END DATE-FEB22/12 WK-1

REP: NEW ORD
 TOT \$40,050/28X
 PLS CNF 2/14
 DONNIE FOR ALEX

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 THIS IS AN ADVOCACY FOR "US CHAMBER OF COMMERCE" 216222

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN 15/	PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC# 23/	STS CD 23/	SPOT /LIN	
AGENCY ADVERTISER CODE = USCHA																				
AGENCY PRODUCT CODE = ORDR																				
AGENCY EST# = 216222																				
1			THU	1200N	1230P		30	02/16	02/16					1	\$600.00				1	
PROGRAM : NEWS																				
RA35+ : 2.2																				
2			FRI	1200N	1230P		30	02/17	02/17					1	\$600.00				1	
PROGRAM : NEWS																				
RA35+ : 2.2																				

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FEB 14/12 13.25

BS	REP	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	STS CD 23/	SPOT /LIN
LN#	LN#																	
3	MON			1200N-1230P			30	02/20	02/20					1	\$600.00	p2		1
PROGRAM : NEWS RA35+ : 2.2																		
4	TUE			1200N-1230P			30	02/21	02/21					1	\$600.00	p2		1
PROGRAM : NEWS RA35+ : 2.2																		
5	WED			1200N-1230P			30	02/22	02/22					1	\$600.00	p2		1
PROGRAM : NEWS RA35+ : 2.2																		
6	SUN			1030A-1100A			30	02/19	02/19					1	18000.00	p3		1
PROGRAM : FACE THE NATION RA35+ : 1.3																		
7	THU			600A-700A			30	02/16	02/16					1	\$400.00	p3		1
PROGRAM : NEWS RA35+ : 1.0																		
8	FRI			600A-700A			30	02/17	02/17					1	\$400.00			1
PROGRAM : NEWS RA35+ : 1.0																		
9	MON			600A-700A			30	02/20	02/20					1	\$400.00			1
PROGRAM : NEWS RA35+ : 1.0																		
10	WED			600A-700A			30	02/22	02/22					1	\$400.00			1
PROGRAM : NEWS RA35+ : 1.0																		
11	FRI			700A-900A			30	02/17	02/17					1	\$225.00	p3		1
PROGRAM : EARLY SHOW RA35+ : 0.8																		
12	MON			700A-900A			30	02/20	02/20					1	\$225.00			1
PROGRAM : EARLY SHOW RA35+ : 0.8																		

*** WUSA-TV ***

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC#	STS CD 23/	SPOT /LIN
	13		TUE	700A-900A			30	02/21	02/21					1	\$225.00				1
	PROGRAM : EARLY SHOW																		
	RA35+ : 0.8																		
	14		WED	700A-900A			30	02/22	02/22					1	\$225.00				1
	PROGRAM : EARLY SHOW																		
	RA35+ : 0.8																		
	15		THU	500P-600P			30	02/16	02/16					1	\$500.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.4																		
	16		FRI	500P-600P			30	02/17	02/17					1	\$500.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.4																		
	17		MON	500P-600P			30	02/20	02/20					1	\$500.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.4																		
	18		WED	500P-600P			30	02/22	02/22					1	\$500.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.4																		
	19		SAT	600P-630P			30	02/18	02/18					1	\$350.00				1
	PROGRAM : NEWS																		
	RA35+ : 2.1																		
	20		SAT	630P-700P			30	02/18	02/18					1	\$800.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.9																		
	21		SUN	630P-700P			30	02/19	02/19					1	\$800.00				1
	PROGRAM : NEWS																		
	RA35+ : 11.8																		
	22		THU	1100P-1135P			30	02/16	02/16					1	\$1,800.00				1
	PROGRAM : NEWS																		
	RA35+ : 2.4																		

REP HEADLINE# 6012976

REP: TEL# 323 634-8029

FAX# 323/935-9495

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

FEB14/12 13.25

*** WUSA-TV ***

BS	REP			BEGIN	END			BEGIN	END	CLS	SEC		PLAN	PRICE	SPT	RATE	STATION	CD	STS	SPOT
LN#	LN#	CD	DAYS	TIME	TIME	PTRN	LNTH	DATE	DATE	13/	14/	PLAN	16/	/WK	18/	CD	SC#	23/	/LIN	
	23		FRI	1100P-1135P			30	02/17	02/17					1	\$1,800.00				1	
		PROGRAM :	NEWS																	
		RA35+ :	2.4																	
	24		SAT	1100P-1135P			30	02/18	02/18					1	\$1,800.00				1	
		PROGRAM :	NEWS																	
		RA35+ :	2.4																	
	25		SUN	1100P-1135P			30	02/19	02/19					1	\$1,800.00				1	
		PROGRAM :	NEWS																	
		RA35+ :	2.4																	
	26		MON	1100P-1135P			30	02/20	02/20					1	\$1,800.00				1	
		PROGRAM :	NEWS																	
		RA35+ :	2.4																	
	27		TUE	1100P-1135P			30	02/21	02/21					1	\$1,800.00				1	
		PROGRAM :	NEWS																	
		RA35+ :	2.4																	
	28		WED	1100P-1135P			30	02/22	02/22					1	\$1,800.00				1	
		PROGRAM :	NEWS																	
		RA35+ :	2.4																	
FEB/12			40050.00													CONTRACT TOTAL		40050.00		
																TOTAL SPOTS		28		

MARKET TOTALS \$160,200 WUSA 25% WTTG 25% WJLA 25% WRC 25% WDCA 0% WDCW 0% CABL 0%

SHARES TBA

SVC- NSI
DEMOS- RA35+*